

	<b>SNAP-ED EXPANSION PLAN</b>			
<b>Key Recommendations</b>	<b>To achieve this recommendation, what action steps will be taken?</b>	<b>To achieve this recommendation, what time frame would need to be set?</b>	<b>How will progress towards meeting this recommendation be measured?</b>	<b>What data is available and needed to measure the objective?</b>
	<b>PROGRAM SPECIFIC ACTION STEPS</b>	<b>TIME FRAME</b>	<b>EVALUATION</b>	<b>DATA NEEDED</b>
11. Develop a statewide social marketing campaign through partnership with Eat Smart Move More NC (ESMM NC) and other venues... i.e. TV, newsletters, bus ads, brochures, etc.	<ul style="list-style-type: none"> <li>- Collaborate with ESMM NC to market the SNAP-Ed Program</li> <li>- Consult with DSS Public Affairs Office regarding avenues to market SNAP-Ed</li> </ul>		Reports from local service providers on increases in utilization of services by organizations and citizens.	Data report from State and local service providers
12. Communicate, document, monitor and champion best-practices in SNAP-Ed Expansion.	Monitor accomplishments in items 1 through 11 above.	FFY 2010 FFY 2011 FFY 2012 Ongoing	Consistent and ongoing monitoring of the expansion progress.	Data report from all parties involved